media liaison I will stress to my supervisors that the local media, and your stations in particular, have been cooperative and can be trusted to do a fair, accurate and professional report without comprising the investigation or getting in the way of our activities.

Sincerely,

Inv. David Norum



Camilla Boolootian 1550 Moffett St., Salinas, CA 93905

October 14, 1996

Dear Camilla,

Thank you very much for running our PSA's on KCCN-TV. We have had many excited comments from our membership and volunteers who saw the SOS PSA. We really appreciate your support and your enthusiasm in helping us educate the community about the importance of clean oceans.

I apologize for not writing sooner. I was just married a few weeks ago, and the planning process took every spare moment, not to mention the honeymoon afterward. I'm now a happily married woman back to the grind!

Again, thank you very much for helping SOS bring the important message of a healthy ocean to our region.

Sincerely,

Vički Nichols

Executive Director

2222 East Cliff Drive, Suite 5A Santa Cruz, California 95062 Phone 408-462-5660 = Fax 408-462-6070 Sanctuary Watch Hotline 800-9-SHORES

RECYCLED PAPER

Karen Fulton
Executive Director
200 East Franklin Street
Suite 220
M ey, CA
9, 3026
Phone: (408) 373-7306
Fax: (408) 373-5530
1-800-LUNG USA



August 23, 1996

Jeannie Buhert, Prog. Dir. KCCN 46 2200 Garden Road Monterey, CA 93940

Dear Jeannie,

On behalf of the American Lung Association of the Central Coast's Board ,Staff and committee, I would sincerely like to thank you for sponsoring the 1996 "Billiards, Bow Ties and Black Jack" fund-raiser.

Your commitment of community service and involvement is truly a valuable contribution in support of the American Lung Association of the Central Coast.

The success of the event was more than the players competing for prizes, dinner and good fellowship, it was joining together to raise dollars to fight lung disease through programs, education and research.

Sincerely yours,

Karen Fulton

Executive Director

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of Monterey County

"Mobilizing people and resources to deliver creative solutions to critical community problems"

- Promotion of Volunteerism Services
- Volunteer Recruitment, pre-screening & Referral
- Volunteer management workshops, training and consultation
- Board of Directors recruitment, training and
- Language Bank—Volunteer translation and interpretation in 36 languages
- Annual Community
 Service Awards program recognizes outstanding volunteers
- Community Computer Group, reconditions and donates used computers to disabled individuals and non profit groups
- "Human Race" walkathon, raised \$96,000 last year for 100 local agencies

801 Lighthouse Avenue Monterey, CA 93940 (408)655-9234 FAX: (408)655-9244 July 4, 1996

Amanda Piper KCCN-TV 1550 Moffett Salinas, CA 93905

Dear Amanda:

Thanks to the Human Race, area non-profits are richer by some \$76,000!

And your support was a vital part in making it possible for the Volunteer Center to present this event to the community,

This was the 15th annual Human Race -- and after two years of downpours, we finally had sun. A perfect day for some 1000 walkers from 106 agencies to come out for a great time and a great cause.

Besides a sunny day, this year's Human Race was remarkable for all the volunteers who helped us stage the event and the increased business support. Business support came in the form of financial underwriting, prize and food donations. All are so important. Though we work hard to keep expenses minimal, there are still bills for t-shirts, pledge forms and marketing materials. The Volunteer Center, as you know, absorbs these costs unless they are underwritten. And every year, we are getting closer to the ideal: a totally underwritten event.

The prizes and food are vital to the spirit of the day. And this year, we had some great ones (as the keeper of the prizes, I found myself solely tempted at times!) We not only had fantastic prizes for the top collectors, but also incentive prizes for those people who collected more than \$500 and those who collected more than \$100 for their favorite non-profit.

For your **being a media sponsor**, our sincere thanks. The IRS requires that we specify that you received nothing in exchange. But we hope you feel appreciated and good about being a vital part of Monterey County's largest collaborative fundraiser.

Next year's Human Race will be Saturday, May 10. Please mark your calendars - and save a spot for us in your budget!

Sincerely.

Jane Maines Executive Director

Tia Gindick Human Bace Coordinator



January 24, 1997

KCCN 46 2200 Garden Rd. Monterey, CA 93940

To Whom It May Concern:

On behalf of the Blind and Visually Impaired Center of Monterey County I would like to thank KCCN 46 and Karina Rusk for announcing the "Magic Christmas Box" this holiday season. As a non profit organization your support is greatly appreciated. Thank you very much, as a response to your wonderful promotion we have some new volunteers.

Sincerely,

Jean Marie Cordero

The Mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.



September 10, 1996

Ms. Amanda Piper KCCN 1550 Moffet Salinas, CA 93901

Dear Amanda:

On behalf of the Pastures of Heaven committee, I would like to take this opportunity to thank you again for your generous contribution to our second annual Pastures of Heaven event for the American Diabetes Association. More than \$19,000 was raised to help fund diabetes research and programs.

Those who participated in the evening's festivities were very quick to say that it was a fun and entertaining evening. Activities included a silent and live auction, a scrumptious dinner and dancing.

The support of individuals and organizations like yours was crucial to the success of this event. We truly appreciate your dedication to your community and to this worthwhile cause. For your tax purposes, our Non-profit Tax Identification number is 95-1856562.

We look forward to working with you on the third annual Pastures of Heaven event in 1997. Odds are that it will be bigger and better than ever!

Sincerely,

Anne Priante Auction Chair



October 26-27th 1996

Dear KCCN,

The first Santa Cruz Kite festival met with great success. There was Plenty of wind and the gods smiled on us with sunshine too.

Thanks to sponsors like yourself the whole event was made possible. This founding festival paves the way for the upcoming years where we grow and spread our wings to include even more special attractions and lots of fun.

Kiting is a family sport where people are all equal and anyone at any age is welcome and can participate. We thank you for sharing in something that brings smiles and laughter to many happy flyers.

Thank you Very Wery Much for your contributions we couldn't have done it without you!

Best Regards,

Peter and Linda Betancourt

Santa Cruz Kite Festival.



November 22, 1996

Barry Brown KCCN-TV 1550 Moffett Salinas, CA 93905

Dear Barry,

I have heard you on television many times, but had never had the opportunity to hear you speak in person before until you were Master of Ceremonies at the Hospitality Recognition Luncheon. I hope KCCN realizes how much hidden talent you have. You have a great sense of humor and outstanding speaking abilities.

Your participation at this event made it a very special one. Best wishes to you for a wonderful holiday season, and a happy, healthy and prosperous new year.

Warm regards,

Ted J. Balestreri President



Multiple Sclerosis Community Services

546 Abbott Street #11 ■ Salinas, CA 93901 ■ (408) 758-1663 ■ (Fax) 758-8380

November 26, 1996

Mr. Barry Brown

1550 Moffett Street

Salinas, CA 93905

KCCN CBS 46

Board of Directors

<u>President</u> Jean Hontalas

Vice President Barbara Sanches

<u>Secretary</u> Rob Skitz

Treasurer Bill Victorino

Tim O'Grady Lana Scott Dr. Dala Flalman

Cbris Duff Pal Hilcbcock

Peter Ciccarelli

Executive Director

Connie Ciccarelli

Ada Granger

Committee Mambers Marion Mallett

Dear Barry,

On behalf of Multiple Sclerosis Community Services, our Board of Directors and especially those we serve, I would like to personally thank you for your continued commitment to the O'Grady Golf Tournament.

1996 marked our Fifth Anniversary and this year's tournament succeeded in raising over \$30,000.00 to directly support the many programs and services our agency provides for those afflicted with MS, their families, and friends within our tri-county communities.

The 1997 O'Grady Tournament is scheduled for Friday, September 19th. I hope that we can count on your continued participation next year.

Again, I thank you for your time, effort and especially the support you have given to this tournament, MSCS, and ultimately those locally whose lives are impacted by MS.

BARRY, AGAIN PROPERTY.

THANKS AGAIN QUE ENRONIC.

Best Wishes,

Connie J. Ciccarelli Executive Director

SERVING MONTEREY, SANTA CRUZ AND SAN BENITO COUNTIES



Family Service Agency of the Monterey Peninsula

544 Pearl Street Monterey, CA 93940 Telephone (408) 373-4421 Fax (408) 373-7410

M)

December 10, 1996

Ms. Amanda Piper Director of Marketing KCCN 1150 Moffett Salinas, CA 93905

RE: Sponsorship Proposal

Dear Ms. Piper:

Thank you for the valuable information you provided me at the United Way's Media Workshop last Thursday. I am extremely grateful for your help and consideration of KCCN's sponsorship of the Family Services Agency of the Monterey Peninsula.

FSA's Fiftieth Anniversary is scheduled for April 20, 1997. The Board of Directors intends to use this celebration of "Families" as a event to thank the many individuals and organizations that have supported and guided FSA over the past 50 years and into the 21st Century.

Please find enclosed a copy of our latest newsletter and our Celebrate Families pamphlet. They will provide you with additional information about FSA, as well as some helpful tips to get you through the stress of the Holiday Season.

I look forward to hearing from you. Again, thank you for your consideration. If you have any questions or need further information, please call me at 373-4421.

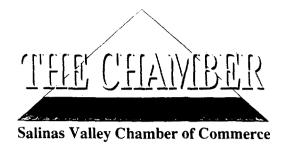
Sincerely,

Dorothy Laage,

Development Associate

Employee ID #94-1156274





December 11, 1996

Mark Faylor KCBA TV 35/KCCN TV 46 P.O. Box 3560 Salinas, CA 93912

Dear Mark:

Congratulations! We are pleased and thrilled to let you know that you have been selected as the Chamber's 1996 Volunteer of the Year. The nomination committee met yesterday and you were selected for your commitment and outstanding contributions to the Chamber.

We are very excited to be honoring you at the Salinas Valley Chamber of Commerce Annual Awards Luncheon on Wednesday, February 5, 1997 at the Salinas Community Center.

Prior to the luncheon you will be contacted by Chamber staff with further details. Your volunteer efforts on behalf of the Chamber are greatly appreciated and truly deserving of this recognition. We look forward to recognizing all of your efforts at the February 5th luncheon.

Again, congratulations.

Sincerely,

Kevin McWilliams, D.D.S.

President



Mark-Fyl

-AP Firstn Slift

South Orn

A NEW YEAR'S EVE CELEBRATION

13 December 1996

Amanda Piper KCCN 1550 Moffett Street Salinas, CA 93905

Dear Ms. Piper:

Here they are! Your First Night Santa Cruz 1997 admission buttons and programs -- part of our **thank you!** for your support of First Night Santa Cruz.

Because you are a Premier Sponsor, included in this packet are 30 buttons and 6 family invitations to the special sponsors hospitality suite. Please remember to present your invitations at the door.

Information on artists and last minute program changes will be included in the final First Night program which will be inserted into the December 24 issue of <u>Good Times</u> and available during the event. Don't miss your name on the "Sponsors and Supporters" page in that final First Night program.

We hope you greatly enjoy this year's First Night Santa Cruz celebration. We also hope you feel very proud, knowing that you helped make it all possible. If you have any questions beforehand, please feel free to call us at 425-7277.

Happy Holidays and Happy New Year!

Most sincerely.

Melodye Serino

Executive Director

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THE

Great Josephino

PO Box 1603 - Santa Cruz, CA 95061 - (408) 425-7277 - FAX (408) 425-7308



December 9, 1996

Mr. Mark Faylor KCBA-TV 35 and KCCN-TV 46 1550 Moffett Street Salinas, CA 93905

Dear Mark:

We humbly thank you, KCBA-TV 35 and KCCN-TV 46 for your most generous contribution to "Streets of Bethlehem" for 1996. Without business support such as yours, our dreams would be unable to materialize and the message would not be heard. Steve was especially patient and helpful in editing the commercial, and we may never know the number of lives which were impacted because of your altruism.

Someone once wrote "In each heart lies a Bethlehem, an inn where we must ultimately answer whether there is room or not...When we are Bethlehem-bound we can no longer look the other way, conveniently not seeing stars nor hearing angel voices...This year let's go to Bethlehem and see this thing that God has made known to us." Your support helped bring that dream to reality again this year. The crowds were larger, the excitement greater and the lives that were impacted with the reality of Christ was incomparable.

This project has become bigger than any individual, committee or church. This is a community endeavor that allows the Christian body to join hands, voices and creative expression to demonstrate the miracle and wonder of the birth of God's Son, our Savior. You certainly made this year's event more meaningful and marvelous.

We tried to celebrate the extensive involvement of so many partners in this experience: 25,000 fliers were distributed; 10,000 cards were handed to folks as they left the "Streets"; and newspaper ads were used to identify our partners. Enclosed we've included a flier and card for your reference.

May your Christmas be brighter and more joyous because you helped so many of your neighbors get into the "reason for the season". May 1997 find you growing, discovering, and aware of the miracle and might of God.

With much gratitude and joy,

Reverend Ken Feske

Pastor

KF:kso

Kevin McWilliams, D.D.S.
General Chair

Movey

Move



Girl Scouts of Monterey Bay 10550 Merritt Street Castroville, CA 95012-3311 (408) 372-8048 / 633-4877 1-800-MB GIRLS FAX 633-4029

January 24, 1997

Ernie Hierro KCCN P.O. Box 3560 Salinas, CA 93912

Dear Ernie:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent camera work you provided at our First Annual Cookie Rally, January 11, 1997.

The girls enjoyed being filmed and we were impressed with the natural way you worked with them. It isn't easy diving into a group of 550 girls to do anything but you did so with confidence, filming all aspects of this event.

We really appreciate the time and energy you put into this event. Keep up the good work and thanks again.

Sincerely,

Evelyn J. Brown

Director of Development and Communications

CC News Director

EB/lr



January 7, 1997

Mr. Mark Faylor, General Manager KCCN & KCBA 1550 Moffett Salinas, CA 93905

Dear Mr. Faylor:

On behalf of Valley Advocacy & Communication Center for the Deaf and Hard of Hearing (V.A.C.C.), please accept our appreciation for the much needed coverage given to our agency by your stations on 12/23/96.

First of all, thank you to Karina Rusk, for seeing the importance of covering the impending loss of services and the hardship to our community V.A.C.C.'s closure would bring.

Jinah Kim, did an excellent job of reporting and seeking information on not just the immediate problem, but also background information on the local Deaf and Hard of Hearing Community.

Kevin Tosolini's camera work added greatly to conveying the message of the story, by making an invisible disability more visible.

Ed Bradford and Colleen Odegaard's presentations of the story, combined with their own personal interest and concern added greatly to the news segments.

Robert Flores' follow up interest in the story and his work throughout are greatly appreciated.

We also wish to express our appreciation to the many others involved in producing these news segments.

The community interest and willingness to be of assistance shown by John Freeman, Caroline Avedesian, Maleene Osuna and Marilyn Getas, are also very much appreciated.

The assistance you and your stations have given us in the past through news coverage and PSAs is greatly appreciated. As we face a new year, we are hopeful that V.A.C.C. will be able to continue serving Monterey County's deaf, hard of hearing and hearing residents and visitors. We look forward to the opportunity of working with you and the team of professionals you employ serving our community.

Thank you and best wishes for a Happy and Healthy New Year. If V.A.C.C. may be of service to you, please contact us.

Sincerely,

Wayne Johnson

Information and Referral

cc: Karina Rusk, Jinah Kim, Kevin Tosolini, Ed Bradford, Colleen Odegaard, Robert Flores, John Freeman, Caroline Avedesian, Maleene Osuna, Marilyn Getas.



January 13, 1997

Mr. Mark Faylor, News Director KCBA-TV/KCCN-TV 1550 Moffett Salinas CA 93905

Dear Mr. Faylor:

The past couple of weeks have been difficult ones for Santa Cruz and Monterey county residents. Heavy rains, flooding, strong winds and mud slides have presented tough challenges. There were power outages, too, as many trees, left vulnerable by saturated ground, fell into PG&E power lines and cut off electric service to many customers.

PG&E crews responded quickly to restore power. Your stations provided crucial links between PG&E and its customers, allowing us to tell folks what areas were affected and when they might expect to have their lights back on. For that, we thank you.

California weather presents unique problems for all of us. With the new year barely under way, we're likely to see several more days of stormy weather. We look forward to working with your reporters and crews to provide the information your viewers and our customers need about local energy service.

Again, thank you for your help. Please call me directly if I can be of assistance in the future.

Sincerely

Robert A. Stump

RAS:scb

Marty Franich...ford...LINCOLN...MERCURY...INC.

550 AUTO CENTER DRIVE • WATSONVILLE, CA 95076 • (408) 722-4181 • FAX (408) 724-1853

Hunter Finnell 1550 Moffet Street Salinas CA 93905 January 15, 1997

Dear Hunter,

I would like to thank you for taking time out of your busy schedule to talk to the Freedom Rotary on Tuesday.

Your program was very motivating as well as interesting. The members thanked me for getting an interesting speaker. Also thanks for mentioning our club on your 6:00 news program. Sincerely,

Thomas C. Johnson

cc. Mark Faylor, GM KCCN Stephen Rickard, President Freedom Rotary Jeff Kane, Program Chairman Freedom Rotary





January 16, 1997

Amanda L. Piper Marketing Director KCCN CBS 46 1550 Moffett Street Salinas, CA 93905

Dear Amanda,

I am writing on behalf of UCSC Arts & Lectures to thank you for your recent coverage of our upcoming event *This Poetry Thang*. We appreciated your postcard informing us that the event would be announced on your program, "Eye On The Homefront".

We will continue to notify you of upcoming Arts & Lectures events. Please contact us if you'd ever like additional information than what we provide.

Sincerely,

Cecilie Hitchcock Publicity Assistant

Cechie Kitchrock



Girl Scouts of Monterey Bay 10550 Merritt Street Castroville, CA 95012-331 (408) 372-8048 / 633-4877 1-800-MB GIRLS FAX 633-4029

January 16, 1997

Alissandra Dramov KCCN P.O. Box 3560 Salinas, CA 93912

Dear Alissandra:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent reporting job you did at our First Annual Cookie Rally, January 11, 1997 at Monterey High School.

You were professional and your patience put everyone at ease. You asked questions that allowed you to develop a clear picture of this event, and you took the time to make everyone feel important and part of the story. We couldn't have asked for better reporting.

Your fine work and your stations commitment to community news is to be commended.

Keep up the good work, and thanks again.

Sincerely,

Evelyn J. Brown

Director of Development and Communications

CC News Director

EB/lr

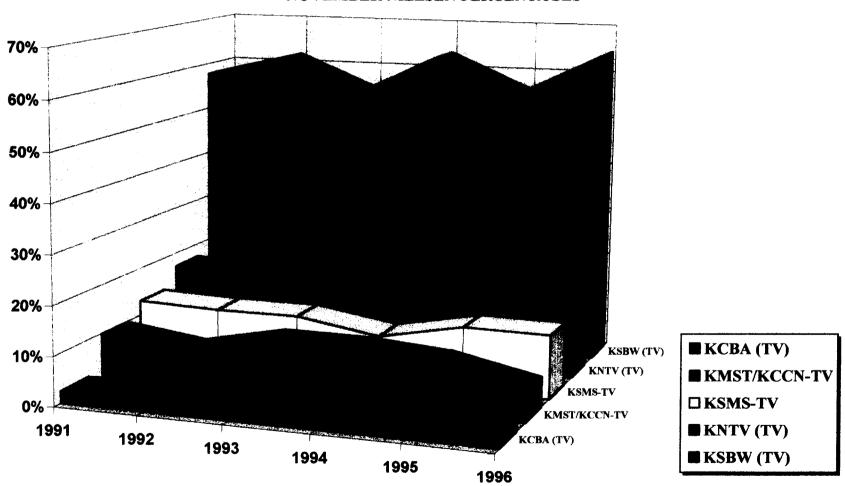




MONTEREY- SALINAS, CA DMA TOTAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

NOVEMBER NIELSEN PERCENTAGES



MONTEREY- SALINAS, CA DMA LOCAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

NOVEMBER NIELSEN PERCENTAGES

